

SHANNON KELLY

San Diego, CA

858.945.5321 / shannonmarie@cox.net

View design portfolio at www.ShannonKellyDesign.com

EDUCATION

San Diego State University

CA Multiple Subject Teaching Credential, 1992, GPA: 4.0

Bachelor of Arts in Liberal Studies, 1991, GPA: 3.41; Dean's List, two semesters

CORE COMPETENCIES

- Client Service and Business Development
- Style and Design
- Promote and Coordinate Special Events
- Visual Merchandising and Photoshoot Prop Styling
- Awareness of Design Industry Trends and Forecasts
- Market Analysis and Strategy; Retail Sales

PROFESSIONAL EXPERIENCE

SHANNON KELLY: ART JEWELRY DESIGN

Owner/Designer/Sales and Marketing (1998-Present)

Sole proprietor of jewelry business. Design, create, market and sell high-end jewelry. Plan and coordinate trunk shows in San Diego, Los Angeles, San Francisco, and San Antonio; design unique merchandising displays and trade show booths. Create enticing packaging; customize jewelry and give style advice; utilize "suggestive selling" techniques leading to effective closing; follow-up, generating repeat business and relationships with clientele. Calculate costs and set prices.

FREELANCE PHOTO STYLIST (1998-Present)

Arrange vignettes for professional photographers. Procure a wide variety of props. Style interiors, products, and wardrobes. Work collaboratively with clients, photographers, and creative staff for local and national magazines and advertisement publications.

BETTER HOMES & GARDENS (*Special Interest Publication: Quick & Easy Decorating*)

Featured Interior Designer (Spring 2003)

Six-page layout in national magazine, "Flea Market Fabulous – Learn secrets to decorating with flea-market finds". Functioned as photo stylist. Feature included interview detailing original ideas and advice: "Shannon Kelly loves flea markets, and it shows. Her apartment, packed with treasures, is testimony to many a successful hunt. Learn her secrets to decorating with flea-market finds."

AVONDALE SCHOOL (La Mesa-Spring Valley School District)

Teacher (K-5) (1992-2002)

Wrote a grant proposal successfully winning funding for school-wide "Step Aerobics" program. Consistently exceeded rigorous monthly performance goals. Developed highly effective Language Arts program featured on Instructional Television's "Schools Tackle the Issues." Was televised presenting a model reading lesson. Key member of cohesive staff that earned distinction as one of California's ten High Performing/High Poverty Schools. Guided children in "directed art", producing student work that earned "Best in Show" and "First Place" honors at county art show for nine consecutive years. Was elected and served three years as site representative for CA Teachers Association.

SAN DIEGO HISTORICAL SOCIETY (Designer Showcase House)

Interior Designer / Historical Stylist (2000)

Designed master suite walk-in closets in historic La Jolla house for public tours. Sourced and displayed collection of period clothing, accessories, and textiles. Styled eye-catching vignettes for exhibition and photography. Received full-page coverage in *San Diego Home & Garden* magazine. "A youthful, refreshing approach to what could have been drab and uninteresting." –Kay Porter, Co-Chair

PRIOR WORK EXPERIENCE: Coordinator, Banquet Sales/Catering; Teller, Bank of America; Retail Sales Associate, Lady Footlocker.